Export Market Information and Assistance

Like any business venture, success in exporting wood products depends heavily on the ability of the exporting company to stay in touch with any important changes in the target country. Possession of current market information and a firm understanding of the business and social traditions in a country can allow a firm to respond quickly to changes in consumer demand and capitalize on emerging opportunities. Without such information, it is quite difficult to run a profitable export business. There are many sources for market information and assistance available to U.S. companies interested in exporting.

U.S. Department of Agriculture

Foreign Agricultural Service -- The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture is responsible for developing, maintaining, and expanding export markets for U.S. agricultural commodities—including solid wood products. FAS provides foreign market information, works to gain foreign market access for U.S. farm, food, and forest products, and cooperates with U.S. nonprofit trade associations in conducting market development activities in overseas markets. The FAS provides

companies with a number of options for obtaining timely information on export markets.

Overseas Offices -- FAS represents U.S. agriculture overseas through a network of agricultural counselors, attaches, and trade officers in 96 foreign posts covering 110 countries. The staff supervises market development activities, reports to FAS/Washington, and alerts the U.S. trade to foreign market opportunities and competition.

The U.S. agricultural counselor/attache office is in frequent contact with foreign buyers and overseas representatives of U.S. firms and associations, and helps U.S. agricultural exporters, associations, and allied groups establish contacts with government officials and the foreign trade. In addition, Agricultural Trade Offices (ATO's) have been opened in Dubai, Guangzhou (Canton), Hamburg, Hong Kong, Mexico City, Osaka, Riyadh, Seoul, Shanghai, Singapore, and Tokyo. These trade offices serve as a one-stop service center with facilities for trade representatives, nonresident private trade groups, and others engaged in exporting and importing U.S. agricultural commodities.

Annual Reports -- Annual reports on wood products production,

marketing, and trade issues for 31 selected foreign markets are available on an annual subscription basis. The markets are:

Australia France Philippines

Austria Germany Poland

Belgium-Luxembourg Hungary Romania

Brazil Indonesia Russia

Canada Italy Spain

Chile Japan Sweden

China Korea, Republic Taiwan

Cote D' lvoire Malaysia Thailand

Denmark Mexico UK

Egypt Netherlands

Finland New Zealand

The annual reports are prepared by FAS agricultural counselors, attaches, and trade officers overseas. To get current prices or place a subscription order for the scheduled reports, voluntary reports, and report updates contact the Reports Officer/FAS, USDA, Room 6078-South Building, Washington, DC 20250-1000. Tel. (202) 720-0924; Fax. (202) 720-7729.

a) Electronic Access—The annual reports can be accessed electronically via the Internet and Electronic Bulletin Board

systems. In addition to the reports, there are more than 3000 articles covering a wide range of related topics available from the electronic sources. The addresses are as follows:

WWW: www.stat-usa.gov

http://www.fas.usda.gov/.

FTP: ftp.stat-usa.gov

Telnet: ebb.stat-usa.gov

For dial-in users, there is a free, limited access service available on the Electronic Bulletin Board that allows users to get acquainted with the EBB before subscribing. Call the EBB and type GUEST when prompted for a User ID. GUEST users have access to bulletins, some sample and special files, and can access a complete list of files on the EBB. To access: set your communications program for no parity, 8 data bits, and 1 stop bit. For 9600 bps users, the modems in use are US Robotics Dual Standard HST/V.32 modems. Phone numbers:

300/1200/2400 bps (202) 482-3870

9600 bps: (202) 482-2584 or -2167

Circulars -- FAS' Forest and Fishery Products Division publishes five circulars a year that offer a comprehensive overview of the world supply and demand situation for wood products. The

circulars, entitled *Wood Products Trade and Foreign Markets*, include extensive data tables of U.S. exports of logs, lumber, plywood, veneer, and a variety of other value added wood products. Species data for some products are included. In addition, key trade developments and voluntary reports from FAS overseas posts are highlighted. Foreign wood products production, supply, and distribution data are also provided. For information on circular content, contact the FAS Forest and Fishery Products Division, Tel. (202) 720-0638, FAX 720-8461. For subscription information and current prices, contact U.S. Department of Commerce, Technology Administration, National Technical Information Service, Springfield, VA 22161. Tel. (703) 487-4630; Fax. (703) 321-8547.

The AgExport Connections Office -- Through FAS services, agricultural exporters can keep abreast of foreign market development opportunities with marketing research reports, trade leads, product publicity, and listings of prospective foreign importers. FAS serves as the liaison between U.S. companies and foreign importers seeking U.S. wood and other agricultural products. FAS works to help U.S. producers introduce products in new markets and further expand established markets.

FAS' agricultural counselors, attaches, and trade officers transmit

market information, trade, and economic statistics electronically to FAS offices in Washington, DC. U.S. companies can take advantage of the following export services:

- 1. Trade Leads are inquiries submitted by foreign buyers for specific products, are transmitted electronically to the AgExport Connections Office by FAS trade officers in 85 countries. Foreign buyers submitted more than 4,600 trade leads last year, which helped facilitate export sales of more than \$500 million. Trade Leads may be accessed through the following means:
 - a) *Electronic* Trade Leads are available on a daily basis through the FAS Home Page. You can access new Trade Leads each day or search for previous Trade Leads by country, product, or date. In addition to Trade Leads, the Home Page contains information on a wide range of USDA/FAS programs and services, as well trade statistics and foreign market reports. The Internet address is http:\www.fas.usda.gov. You can also access Trade Leads through the Department of Commerce's Economic Bulletin Board (EBB) using a personal computer, modem and standard communications software.

To access the EBB, dial:

(202) 482-3970 1200/2400 bps

(202) 482-2584 9600bps

You can also access the EBB on the Internet via Telnet at "ebb.stat-usa.gov."

Free, limited-access service is available if you would like to sample the EBB before subscribing. Simply connect to the EBB and type GUEST when prompted for a user ID.

Fore more information, please contact:

U.S. Department of Commerce

STAT-USA

HCHB Room 4885

Washington, DC 20230

Tel: (202) 482-1986

Fax: (202) 482-2164

TDD: (202) 482-1526

Trade Leads are also available on other private and public bulletin boards. Contact your state agriculture department, trade office or Chamber of Commerce to determine if this service is available locally.

- b) Fax is the simplest method for receiving trade leads.

 Just poll the AgExport fax system each week using your own fax machine. The information is free. You pay only for the cost of the call. The number to call to poll the machine with information on wood products is (202) 720-8980.
- c) Newspapers, trade journals, newsletters Trade Leads may also appear in newsletters or trade journals published by private firms or state and local government offices.

 Check with your state agriculture department, trade office or Chamber of Commerce for further information.
- 2. Foreign Buyer Lists are drawn from a database that includes more than 15,000 foreign buyers of food, farm and forest products in nearly 70 countries. The lists provide important details on each firm such as contact person, address, telephone, fax, and type of product(s) imported. Please note that you may order lists by product (all buyers of a single product worldwide) or by country (buyers of all types of products in a single country). The current charge for each list is \$15.

For further information on foreign buyers lists or U.S. suppliers lists, please contact:

AgExport Connections

USDA/FAS/AGX

Ag Box 1052

Washington, DC 20250-1052

Tel: (202) 690-3416 (Foreign Buyer Lists) (202) 690-4374

3. Buyer Alert is a biweekly newsletter distributed by USDA's overseas offices that can introduce your forest product to foreign buyers around the world. Buyer Alert helps U.S. exports reach more than 15,000 importers in nearly 60 countries. Each announcement in the newsletter provides a product description, offer terms, and information about your company.

To receive a free copy of The AgExport Action Kit, which contains detailed information on the above services and other USDA programs, contact AgExport Connections, AgBox 1052, AGX/FAS/USDA, Washington, D.C. 20250-1052. Tel. (202) 720-7103; Fax. (202) 690-4374.

Publications, reports, and other information provided by FAS can be reached through the World Wide Web at the following URL: http://www.fas.usda.gov.

Refer to appendix III for examples of Trade Leads and Foreign Buyer Lists.

Agricultural Marketing Service -- The Shipper and Exporter
Assistance Program Area of USDA's Agricultural Marketing
Service (AMS) provides the following services:

- ☐ Technical Assistance—AMS publishes export handbooks, directories, and statistical news reports; sponsors export seminars; and participates in technical exchanges with other countries.
- ☐ Economic Studies—AMS analyzes such topics as the future transportation needs of the U.S. agricultural export community and the impact of various cargo preference initiatives on agricultural shippers.
- ☐ Technological Research—AMS works to develop better

 procedures for shipping agricultural commodities (including

 forest products), evaluates equipment needs, and analyzes and

tests transportation packaging techniques.

For further information contact the USDA Agricultural Marketing Service at (202) 690-1304.

Animal and Plant Health Inspection Service

USDA's Animal and Plant Health Inspection Service (APHIS) actively participates in international programs to protect against the spread of plant and animal pests and diseases. Many foreign countries require that shipments of wood products be accompanied by phytosanitary (plant health) certificates. These certificates are issued by APHIS at the request of the shipper, certifying that the products conform to foreign quarantine import requirements.

For example, the European Union (EU) requires a phytosanitary certificate for U.S. shipments of oak veneer logs certifying that the logs have been fumigated with methyl bromide according to approved EU treatment schedules and procedures. (See appendix II for an example of a phytosanitary certificate.)

Inspections and certifications are handled by Federal officers and State government cooperators and are not normally valid if conducted more than 14 days prior to the export of the commodity.

The exporter must make an application for an inspection and make the commodity available for physical inspection.

Certification is recognized by foreign plant protection services and by regional plant protection organizations.

Phytosanitary certificates are not issued to satisfy letters of credit or other commercial contract terms and are not certifications of grade or quality. Foreign country phytosanitary requirements and certifications may be obtained by contacting: APHIS, USDA at ports of export, or for general information, contact APHIS, Plant Protection and Quarantine (PPQ) at UDSA/APHIS/PPQ, 4700 River Road, Suite 4C03, Riverdale, MD 20737. Tel. (301) 734-8537; Fax. (301) 734-5786.

Forest Service -- USDA's Forest Service conducts research and analysis of the U.S. timber supply, demand, and wood products trade. Forest Service experiment stations and the Forest Products Laboratory can provide useful information and research on exporting.

The Southern Research Station handles research involving exports of softwood products from the southern United States. Contact:

Project Leader, USFS/SRS, Room T-10019, 701 Loyola Avenue, New Orleans, LA 70114. Tel. (504) 589-6651; Fax. (504) 589-3961.

The Pacific Northwest Forest Experiment Station handles macroeconomic modeling of U.S. markets of wood products.

Contact: Principal Economist, USFS/PNWFRES, 1221 SW

Yamhill, P.O. Box 3890, Portland, OR 97208. Tel. (503) 326-4200; Fax. (503) 326-2455.

The Northeastern Forest Experiment Station handles research on U.S. hardwood exports. Contact: William G. Luppold, Project Leader, Forestry Scientist Laboratory, Box 562-B. Princeton, WV 24740. Tel. (304) 431-2700; FAX (304) 431-2772.

The Northeastern Forest Experiment Station conducts research on U.S. hardwood exports. Contact: Dr. Cynthia D. West or Dr. William G. Luppold, Project Leaders, Forestry Sciences Laboratory, 241 Mercer Springs Road, Princeton, WV 24740. Tel. (304) 431-2700; FAX (304) 431-2772.

The Southern Region State and Private Forestry Office provides technical assistance on the exporting of forest products. Contact: R-8, S&PF, 1720 Peachtree Road, N.W., Atlanta, GA 30367. Tel.

(404) 347-7206; Fax. (404) 347-2776.

The Forest Products Laboratory conducts research and provides information on foreign and domestic woods and wood products.

Contact: Forest Products Laboratory, one Gifford Pinchot Drive, Madison, WI 53705-2398. Tel. (608) 231-9200; Fax. (608) 231-9592.

The Forest Service offers many of its reports and publications through the World Wide Web. The URL for the Forest Service Home Page is http://www.fs.fed.us/.

Rural Business and Cooperative Development Service --

The Cooperative Services Program of the Rural Business

Cooperative Development Service conducts research for and about farmer-owner cooperatives, and provides technical advisory assistance to individual cooperatives. The International Trade

Program (ITP) identifies and evaluates marketing opportunities and strategies to encourage new or expanded roles for cooperatives in international trade, compiles and distributes technical trade information for new-to-exporting cooperatives that require basic "how to" information on exporting activities, and evaluates the benefits or limitations of cooperative-specific structures and operational practices relative to their impact on cooperative

competitiveness. The Cooperative Services Program also has many publications available that are of interest to cooperatives, as well as a bi-monthly magazine "Rural Cooperatives". For more information, contact: USDA/RBS Cooperative Services, AG Box 3255, Washington, DC 20250-3255. Tel. (202) 690-1428; Fax. (202) 720-4641.

U.S. Agency for International

Development (AID)

Center for Trade and Investment Services (CTIS) — The

Center for Trade and Investment Services (CTIS) is USAID's

central point of contact for businesses in the Unites States and the

developing world. CTIS's primary function is to assist those

businesses in obtaining information on USAID-funded programs

that are relevant to their commercial interests. CTIS provides

information on USAID and its overseas offices as a means of

broadening the participation of businesses, private and voluntary

organizations (PVOs), and non-government organizations (NGOs)

in sustainable development and encouraging the U.S. business

community to respond to opportunities derived from USAID

development programs. CTIS utilizes fax-modem technology in

conjunction with an internal database of over 12,000 firms to

proactively disseminate information on USAID project solicitations, as well as to notify CTIS clients of USAID and other U.S.

Government-sponsored events that may interest them. CTIS also uses a variety of CD-ROM and on-line databases as well as the internet to gather and disseminate information to its clients.

U.S. Department of Commerce

The Department of Commerce offers the National Trade Data Bank (NTDB) for sale on CD-ROM. The NTDB, the U.S. Government's most comprehensive source of world trade data, is a trade library of more than 200,000 documents. Topics on the NTDB range from export opportunities by industry, country, and product to demographic, political, and socio-economic conditions in hundreds of countries. The NTDB can also be accessed through the Internet address at www.stat-usa.gov. For subscription information and current prices contact STAT-USA at (202) 482-1986.

The International Trade Administration (ITA) of the U.S.

Department of Commerce provides a wide range of services and programs to assist U.S. firms in developing export markets. The best point of contact for U.S. firms is their local Department of

Commerce district office, of which there are 84 across the United States. These offices are run by the division of ITA known as the U.S. and Foreign Commercial Service. For those companies operating from foreign locations, there are 137 commercial offices located in 72 countries which are part of this same network, located in embassies and consulates in countries comprising more than 95 percent of the world market for U.S. products.

For information about a specific country, contact the appropriate country desk officer at the ITA. A list of ITA desk offices is provided in appendix V. U.S. and Foreign Commercial Service District Offices are listed in appendix VI.

The services provided by the Office of Trade Information Services, ITA, are listed below:

☐ Agent Distributor Service (ADS) is handled through the district offices. U.S. commercial officers overseas locate interested and qualified representatives on behalf of a U.S. firm. The commercial officer prepares a report identifying up to six foreign prospects that have examined the U.S. firms product literature and have expressed interest in representing the company. There is a charge per market or specific area.

☐ The Trade Opportunity Program (TOP) offers individual messages on current foreign trade leads detailing specifications, quantities, end-use, delivery, and bid deadlines for the products requested by the foreign buyer. TOP's are available electronically via the Economic Bulletin Board and Internet at www.stat-usa.gov. For subscription information and current prices, contact STAT-USA at (202) 482-1986.

☐ Customized Export Mailing Lists (EML) provide profile information which allows the subscriber to identify only the most relevant potential contacts. Gummed labels for direct mailings are also available. The cost for this service is \$10 for the basic fee and 25 cents for each name.

☐ International Market Research (IMR) Surveys are organized under foreign country product categories and contain statistics and analysis of trade, information on endusers, purchasing patterns, marketing practices, trade restrictions, and key contacts in Government purchasing agencies and other organizations. IMR's cost \$50 to \$200 and range up to 400 pages in length. They are available through the district offices via the Commercial Information Management System (CIMS). They are also available on th National Trade Data Bank CD-ROM and STAT-

USA/Internet.

☐ International Company Profiles provide background material on individual foreign firms, giving information about each firm's reputation, creditworthiness, and its overall reliability and suitability as a trade contact for U.S. exporters. International Company Profiles are designed to help U.S. firms locate and evaluate prospective customers overseas. Information includes: name, address, key contact, number of employees, type of business, general reputation in trade and financial circles, year established, sales territory, and products handled. The cost is \$100 per report.

☐ Commercial News, USA (CNUSA) assists U.S. companies in advertising the availability of new U.S. products in foreign markets and provides one method for testing new markets. Under CNUSA, short descriptions of the products are published in the monthly publication *Commercial News USA*. For further information on these publications contact the Information Management Division at (202) 377-4203.

☐ The Office of International Major Projects (OIMP) helps qualified U.S. firms develop exports by obtaining early information on upcoming engineering and construction projects valued at no less than \$3 million. The office provides information to prospective

U.S. bidders and special assistance to U.S. companies to enhance their ability to compete for contracts. A monthly listing of major projects is available. OIMP has a staff of project officers who will work individually with firms to assist them in competing for individual project contracts. Contact: OIMP, U.S. Department of Commerce, Room 2015B, Washington, DC 20230. Tel. (202) 377-5225.

☐ The Office of Forest Products and Domestic Construction offers various reports on foreign and domestic developments, and is active in export services. Contact: Director, Room 4045, ITA, U.S. Department of Commerce, Washington, DC 20230. Tel. (202) 377-0375; Fax. (202) 377-0382.

☐ The Office of Trade Finance (OTF) offers counseling and advice on countertrade only. Contact: OTF, ITA, U.S. Department of Commerce, Room 4004, Washington, DC 20230. Tel. (202) 377-3277.

Office of the United
States Trade
Representative

The Office of the U.S. Trade Representative (USTR) is an agency of the Executive Office of the President. It is responsible for directing all formal U.S. trade negotiations and for formulating U.S. trade policy. It works closely with USDA and other agencies in this effort. It represents the United States in formal tariff and

nontariff negotiations.

Individual exporters rarely have direct contact with this office unless they wish to file a complaint about unfairly subsidized overseas competition or other trade practices which may violate the General Agreement on Tariffs and Trade (GATT). USTR may be reached at 600 17th Street NW., Washington, DC 20508. Tel. (202) 395-3230.

State departments
of agriculture and
state export
agencies

State departments of agriculture and related agencies cooperate with USDA in promoting and marketing U.S. foods and other agricultural products abroad. Many of these State departments of agriculture now have full-time international marketing specialists.

Also, some state foresters have a trade specialist on their staff.

The 1995 Roster of State Foresters is shown in appendix IV.

The State departments of agriculture provide assistance to new-to-export and established exporting firms. In addition, they assist FAS in arranging itineraries and appointments for foreign buyers, agriculturalists, and government officials.

Forty-nine states, Guam, Puerto Rico, and American Samoa are members of four regional groups that work exclusively on coordinating and expanding activities for exports of food and

agricultural products. The organizations and member states are:

Eastern U.S. Agricultural and Food Export Council, Inc.

(EUSAFEC) Members: Connecticut, Delaware, Maine,

Massachusetts, New Hampshire, New Jersey, New York,

Pennsylvania, Rhode Island, and Vermont.

Headquarters: 1007 Mumma Rd.

Wormleysburg, PA 17042

Tel: (717) 731-6017

Fax: (717) 731-6019

Southern United States Trade Association (SUSTA)

Members: Alabama, Arkansas, Florida, Georgia, Kentucky,

Louisiana, Maryland, Mississippi, North Carolina, Puerto Rico,

Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West

Virginia.

Headquarters: International Trade Mart

346 World Trade Center

New Orleans, LA 70130

Tel: (504) 568-5986

Fax: (504) 568-6010

Mid-America International Agri-Trade Council (MIATCO)

Members: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota,

Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

Headquarters: 820 Davis Street, Suite 212

Evanston, IL 60201

Tel: (312) 866-7300

Fax: (312) 866-7413

Western U.S. Agricultural Trade Association (WUSATA)

Members: Alaska, California, Colorado, Guam, Hawaii, Idaho,

New Mexico, Oregon, Washington, Wyoming, Utah, Montana, and

American Samoa.

Headquarters: 13101 N.E. Highway 99, Suite 200

Vancouver, WA 98685-2876

Tel: (206) 574-2627

Fax: (206) 574-7083

Private sources

A variety of private, credit-reporting, financial, and market-servicing firms target their services to the U.S. exporter. Generally, these companies provide weekly or monthly reports by world areas with special reports targeted to specific countries.

Market research and studies outlining short-term trends in international markets and financing also are available. The companies listed below provide many of these services and represent a small sample of firms providing this information. The following information was provided by the companies and citation in this publication does not represent an endorsement by the U.S. Department of Agriculture or any other U.S. Government agency. Additionally, no guarantees of commercial performance or reliability are intended nor intent of discrimination implied.

Information Access Company (IAC)—Compiles, organizes, and publishes information on industries, products, markets, technologies, and economics. IAC offers indexing services, statistical services, and abstracting services. In addition, IAC produces a series of industry-specific publications to keep patrons up to date with specialized ongoing information requirements on the latest international events. Additional reference tools, including a company thesaurus and a directory of source publications, exist to enhance the use of IAC's publications. The "F&S Index International" includes information on business developments in Latin America, the Middle East, Japan, Asia, Canada, Africa, and Oceania. The "F&S Index Europe" provides literature summaries for the European Union, Scandinavia, other countries of Western Europe, Russia, and other countries of

Eastern Europe. For further information, contact: Information Access Company, 362 Lakeside Dr., Foster City, CA 94404. Tel. (800) 321-6388.

The Economist Intelligence Unit (EIU) -- Monitors and analyzes international investment and trade and offers a series of regular reports covering business conditions, trends, and prospects worldwide. EIU's "Country Reports" (published quarterly) provide the latest facts and forecasts together with in depth analysis for over 165 countries. In addition, EIU's publications include "Financing Foreign Operations" (offers detailed country information), "Investing, Licensing, and Trading Conditions Abroad," and weekly "Business" newsletters covering international management/trade, international business updates, and trade outlooks for Europe, Latin America, Eastern Europe, Asia, and China. For information contact: The Economist Intelligence Unit, 111 West 57th St., New York, NY 10019. Tel. (212) 554-0600; (800) 938-4685.

Dun & Bradstreet -- Offers a number of publications about international marketing, exporting, and foreign corporations and companies. Dun & Bradstreet International's "Exporters' Encyclopedia" includes information on export shipping documentation, export market profiles, financing, laws and regulations, communications, and transportation for over 200

countries in a database that is updated daily. Dun's International Risk and Payment Review presents the D&B Country Risk Indicator to show the relative strengths of 120 countries. World base, an on-line database provides access to over 40 million companies, their officers, and subsidiaries/affiliates worldwide. Other publications and CD-ROMs available from Dun & Bradstreet include: "Principal International Businesses," "Who Owns Whom" (identifies parent companies, their subsidiaries, and associates), Mexico's Leading Companies, Japan's Leading Companies, Latin America's Top 25,000 Companies, Asia Pacific's Top 25,000 Companies, Western Europe Top 25,000 Companies, Regional Export Guides (with information on Latin America, Asia/Pacific, and Europe), and Country Profiles (available for all countries not covered by the Regional Export Guides). Dun & Bradstreet also offers the Export Market Locator, an electronic database that produces user-commodity or service. Contact: Jason Probst at Dun & Bradstreet Information Services, 5107 Leesburg Pike, Suite 2501, Falls Church, VA 22041. Tel. (703) 845-2737. (800) 424-2495.

TRADEC -- Offers a range of domestic and international trade promotion and marketing services. TRADEC tailors its services on an industry sector or individual firm basis. Marketing research, language translation, export and import marketing strategies, and

sales contracts are some of the services offered to small and medium-sized businesses in the international market. TRADEC has been successful in opening new markets for Pacific Northwest exporters in Europe, the Pacific Rim, and Latin America. For further information contact: TRADEC, One Union Square, 600 University St., Suite 2801, Seattle, WA 98101. Tel. (206) 224-4340. Fax. (206) 224-4344.